



## Board Meeting Attendees

**Date:** November 5, 2013

**Location:** LTBMU Office

<b>Board Members in Attendance</b>		<b>Forest Service Representatives</b>	
	Randall Osterhuber	X	Denny Hogan
X	Bob Moore	X	Jonathan Cook-Fisher
	Jason Oelkers		
	Mark Bunge		
	Dave Paradysz		<b>Forecasters</b>
	Todd Offenbacher	x	Brandon Schwartz
	Jeremy Jacobson	X	Andy Anderson
X	Don Triplet		
X	Chip Morrill		<b>Observers</b>
X	Holly Yocom		Steve Reynaud
X	Dave Fiore		Travis Feist
<b>Board Advisors in Attendance</b>			
	Debbie Broback		
	Cameron Bordner		
	John Swanson		
	Larry Heywood		

	Justin Broglio	
	<b>Program Manager</b>	<b>VISITORS</b>
x	Jenny Hatch	Dave Reichel



**Sierra Avalanche Center - Regular Board Meeting**

November 5, 2013 – Time: 5:30pm

Location – LTBMU Office

**AGENDA** – Items may not be heard in the order they are listed:

A. **CALL TO ORDER** - Establish quorum/Introduction of guests – 5:43 PM

No Quorum

B. **AGENDA AMENDMENTS AND APPROVAL** (2 min)

Motion: 2<sup>nd</sup>: Vote:

C. **APPROVAL OF MARCH MEETING MINUTES** (2 min)

Motion: 2<sup>nd</sup>: Vote:

**D. PUBLIC COMMENT (5 min)**

Conference call with Menath Insurance Co. representatives Scott Menath and Gina (Account Manager). General Q & A on our policy and recommendations.

Summary of current insurance coverage:

Directors and Officers – Protect Board, Professional Liability, cyber protection.

Recommendation that we add General Liability which will include event coverage at \$500 per event.

Workman's Comp – We do not need it, have no employees. The contracts need to be very clear; each contractor should have a certificate on file with SAC.

Snowmobile Insurance- Quotes are very high, they will shop some more for us. \$5,000 per year. Had discussion on whether to donate (sell) snowmobiles to the USFS. Denny is investigating procedures.

**E. CORRESPONDENCE (10 min)**

Jenny reviewed the new correspondence attached in her report.

Reno Hiking Group requested a donation of \$91.00. Denied.

Don will follow-up on proposal from Tahoe Mountain Sports.

**F. FOREST SERVICE REPORT – Dennis Hogan (30 min)**

Denny reported Operations Plan now executed. He had to do a Modification for the financial end. Will revisit the finances mid-winter.

Discussion on SAC relationship with the LTBMU. Discussion of making a presentation to the Forest Supervisor about the SAC Program. Bob, Jenny, Jonathan to follow-up.

Forecasters- Back to work.

Continued discussion from last month of adding a 3<sup>rd</sup> Forecaster. Options explored:

\*Option 1 – Add additional Observer at SLT. Would give 7 day/week obs capacity.

Option 2- Add 3<sup>rd</sup> Forecaster at SLT, retain observer.

\*Option 1 is the preferred option.

Long Term, move towards a 3<sup>rd</sup> Forecaster for the Mt Rose area giving a dedicated forecasts for the Rose area, sierra Crest, SLT area.

Moving forward with the construction of the signs, no beacon check station this year. Not available and the technology is changing. Signs will be designed for adding them next season.

#### **G. TREASURER’S REPORT – Randall Osterhuber (10 min)**

Randall absent, Bob presented report.

Financials will not be published in the minutes, but summary available to all Board Directors upon request.

Expenditures as expected for this time of year:

\$4,906

Income as expected:

\$2,729

#### **H. PROGRAM MANAGER REPORT**

Report Attached.

Discussion of draft SAC Major Donor Cultivation Procedure (Attached). Needs continued discussion.

SAC’s Donor event-Backcountry Ball scheduled for December 13 at Sugar Bowl. All board members who are available are requested to attend to assist and “flash the logo”.

The Squaw/Alpine Gold Pass will be raffled on December 20, this will provide for time to notify the winner prior to Christmas.

#### **I. COMMITTEE REPORTS (20 min)**

a. President’s Report – Don Triplett

Report attached.

b. Draft Media Instructions Board and Contractor's reviewed.  
Attached. Cameron will review.

J. **ADJOURNMENT** - Next Meeting Date – December 3, 2013, Truckee  
Office

## **SAC President Report -**

### **November 2013**

Thanks to movie premiere participants  
Recognize Holly for outstanding fundraising efforts.

Shop giving program - \$1 per check (Avy Buck) Call to Arms – Who has done it?  
Restaurant giving program – Full Belly Deli, Burger Me  
T-shirt sales at Coffee bar  
Merchandise sales at local shops  
Lake Tahoe logo on SAC merchandise

### **SAC Fundraising**

Meet yearly budget (forecaster, observers, and PM) in fundraising  
Goal – \$ 25,000 in endowment this year  
Operating budget - 50% FS contribution

### **Vision Statement**

Backcountry users are educated and informed

### **Mission Statement**

**To promote safe backcountry travel.**

**To provide current snow pack stability information.**

**To provide safety advisories and knowledge about snow pack stability.**

Our mission is to disseminate current snow pack stability advisories, provide

Educational information and knowledge, and understanding about avalanches. Through a partnership with the US Forest Service we facilitate communication and safety information to the public and private sectors.

AIARE "Save lives through avalanche education."

Utah Avalanche Center "To keep people on top of the greatest snow on Earth."

Sawtooth Avalanche Center "...promote lifesaving avalanche safety information."

Payette Avalanche Center "Don't get taken for a ride."

**SAC Media Plan** Written out verbiage for all board members and staff to follow in case of emergency, media requests, or surprise contact.

We need a chain of command internally to guide our process

**Video clinic development?** – Snow pits, slope evaluation, stability evaluation...

**Donation collection for silent Auction- Go get something!!!**

**What do you get from being part of SAC?**



To: Board of Directors of Sierra Avalanche Center

From: Jenny Hatch, Program Manager

Re: October Board Report

Date: October 31, 2013

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**Background:**

During September and October 2013, the SAC Program Manager performed tasks in preparation for the upcoming winter. Primary tasks included completion of the first report and invoice for the California State Park (CSP) grant, representing SAC at a grant interview for The Tahoe Truckee Community Foundation, planning Fall and Winter Kick-Off events, working with Menath Insurance to update our policy, soliciting sponsorship donations, drafting our Winter Kick-Off e-newsletter for release in early November, finalizing the donation page of the website to include a membership program and drafting a Major Donor Giving System to begin cultivating new prospects this Fall/Winter. The

following report details the work and accomplishments of the Program Manager during the months of September and October.

## **Discussion-**

### **Correspondence**

- Dan Ellsworth with Reno Hiking Group emailed to request sponsorship:  
“We also volunteer to help build trails and keep our open spaces free of litter and illegal dump sites.

As an organization, we do incur some operations expenses that we hope we can meet with the help of some sponsors. Operations expenses include paying server rent to Meetup.com, promotional material to increase membership, campsite fees, and incidental supplies (such as first aid material).

As a sponsor you will see your logo on the left column of our website along with the title and a brief description of your choosing and a link to your website. This can be viewed by all of our members and any non-members that visit our website.

Here is a collection of statistics of our membership:

Total members: 1,864

Our organization is currently growing at an average annual rate of 40%.

18% of our members have visited our website within the past week (note, this does not include non-member visits).

Geographic distribution (% of members in specific area):

Reno, NV	69%
Sparks, NV	6%
Carson City, NV	5%
Other (within region)	20%

Our current policy asks for one year of logo placement on our website is \$91 (25 cents/day).

Our website: <http://www.meetup.com/Reno-Hiking/>

Thank you for your time and consideration.”

- Dave Polivy with Tahoe Mountain Sports emailed a proposal.  
“Don, Jenny and Holly-

We have an idea we would like to propose and run by you.

We have a 3 part Avy education series going on this winter and the details will be published very soon. We are finalizing the content and activity for the 3rd part of the series. We wanted to invite a representative from SAC to lead the evening's discussions. Topics to be discussed could include but are not limited to: How to read and interpret the avy report, how to read and interpret the terrain around you and make good decisions, general tips and tricks for travelling in the backcountry (this could be things like skin wax application, best places to dig a pit, know before you go concepts, etc...).

This would be a 6-8pm thing on a Tues or Weds night either the last week in January or first week in February. We would do an approximately 60 minute presentation from 6:30-7:30 and then offer drinks, food, mingling, shopping etc for the 30 minutes before and after. We would also hold a raffle where all proceeds go to SAC along with a portion of sales proceeds from the entire day/night also go to Sac. We would get some of brands to sponsor and provide the raffle prizes.

If you have any questions, please ask. Let me know your thoughts on the above proposal. Thanks for your consideration.”

- "Thank YOU Social" @ the Parasol Community Foundation

YOU, the non-profit community staff, give it your all to make our community a better place and we want to take the time to say thank you. Please join us as we come together to celebrate the hard work you've done all year long! We will provide the wine, hors d'oeuvres and sweet treats. Please see the party details below. We look forward to seeing you there!

Your friends at the Parasol Tahoe Community Foundation

Date: Thursday, November 14

Time: 4:30-6:30p.m.

Place: Donald W. Reynolds Community Non-Profit Center,  
Treppe Room

Please RSVP by November 7th at [www.parasol.org/reservations](http://www.parasol.org/reservations)

Please contact Megan Weiss at 775-298-0188 with any questions

- We have also received a couple emails from interested volunteers. I have responded with the intention of hearing about their interest and skills and if appropriate I will coordinate with the rest of SAC to have them assist.

### **California State Parks Grant**

The first grant report and invoice was drafted and reviewed by SAC Board members and FS partners during the month of October. The SAC Program Manager plans to submit the first week of November. The total amount billed to date is \$1,207.44 to reimburse administrative Program Manager Staff expenses for developing the grant agreement and initial project planning \$157.49 of this amount should be tracked as indirect cost revenue to SAC.

### **Fundraising Event Opportunities**

In an attempt to implement signature fundraising events and continue to diversify SAC fundraising, the Program Manager has been in correspondence with several community partners to explore opportunities for this season. In addition, the SAC Program Manager has developed a draft quarterly e-newsletter to announce SAC Winter Kick-Off events.

### Participatory Fundraising Event Opportunity-VERTFEST's National Tour Stop

Outdoor Research had to withdraw from this event due to the title sponsor, Subaru, pulling out. The SAC Program Manager has expressed our continued interest and has also received positive interest from Squaw/Alpine to be the venue in the future.



### Donor event-Backcountry Ball

The SAC Program Manager has confirmed Sugar Bowl and Jeremy Jones for December 13<sup>th</sup>. The event concept is as follows:

- Beginning the evening with cocktails, apps, silent auction/raffle and mingling-Sugar Bowl has offered \$1 from each select beer (TBD) sold
  - Highlight “Tahoe Made,” manufacturers, partners, artists via booths and art on display for purchase/support of SAC
- Slide Show presentation by Jeremy Jones-an inside look into how he and his fellow riders access terrain and evaluate avalanche conditions in extreme terrain, and a presentation by SAC (topic TBD).
- Close the evening with Music/dancing with the Sierra Drifters

***\*SAC Board input is needed to plan event -volunteers, ticket price, and budget.***

### Upcoming events

November 14<sup>th</sup>-Beers and Premiere’s at Patagonia Outlet in Reno (2 volunteers needed)  
November 23<sup>rd</sup>- Powderwhore Film Premier at Gunbarrel Tavern in SLT (2 volunteers needed)  
November 24<sup>th</sup>-Homewood Black Diamond Sponsored Film event (1 volunteer needed)  
December 6<sup>th</sup>-Todd’s Antarctica presentation at High Altitude Fitness (4 volunteers needed)  
December 13<sup>th</sup>-Backcountry Ball, featuring Jeremy Jones @ Sugar Bowl (all hands on deck!)  
December 14<sup>th</sup>-Tahoe Adventure Film Festival in SLT (4 to 6 volunteers needed)

***\*The Program Manager is seeking volunteers for all events.***

### **Insurance**

The following is a summary of our current non-profit Insurance for consideration moving into this season. Menath Insurance is currently putting together an updated quote and will be at the November Board meeting to answer questions and finalize.

Directors and Officer's Insurance: We have a policy with United States Liability Insurance Grp, USLG through a local broker, Menath Insurance. The policy provides \$1,000,000 combined aggregate limits for Directors & Officers Liability and Employment Practices Liability. The annual premium for this policy is \$2,100.00 (Note: For comparison the UAC pays \$770 for similar coverage).

Liability Insurance: For our CSP grant and possible future fundraising participatory events the SAC Board should consider carrying a liability policy to cover on-snow events. The premium depends each year on the events we are holding, like avy classes, fundraising events, etc. Some Avy Centers have an endorsement on the policy to cover non-profit employees who help with forecasting field work and who use a snowmobile. Menath quoted the General Liability for SAC, but did not bind the policy last year.

Carrier: Attain Specialty Insurance Company Premium: \$649.36 Limits: \$1,000,000 each occurrence/\$2,000,000 Aggregate. This policy is ‘premises only liability’ and would not extend to events, only to occurrences happening at the office premises. And another quote for the General

Liability that is not premises only, but may not include the events. Carrier: Northfield Insurance Company Premium: \$5,410 Limits: \$1,000,000 Each occurrence/\$2,000,000 Aggregate

Info from the UAC on their General Liability policy-“The policy has limits of \$250k/person/ \$500k/accident, and \$1M total. We get that through a local company, XInsurance. They cover a lot of different related operations like guide services, heli and cat skiing operations, etc. The company is led by a group of snowmobilers, skiers, and snowboarders and they understand the work we do pretty well. They also provide us with some event sponsorship, covering our costs in exchange for some promotion and sponsorship recognition. They were also a sponsor at ISSW last year and are working hard to do more work in our world.”-Paul

Worker's Comp: We currently do not have Worker’s Compensation Coverage. If our contractors don’t carry their own workers comp they could come back to us if injured. Thus, based on a recommendation from Menath Insurance we need to either make sure we have language in all contracts that insist on contractors having their own coverage or we should carry it.

*\*The SAC Program Manager is hoping to gain approval for a specific quote to finalize our policy for 2013/2014.*

### **Sponsorship and Providing a Formal Giving Structure to Donors**

The SAC Program Manager and SAC Board Sponsorship Chair have finalized language to add to the ‘Donate’ page to our website. This includes verbiage to better articulate levels of sponsorship, planned giving, and membership. All of this is now live on the website. A membership campaign is slated to begin the first week of November. A system for Major Donor cultivation has also been drafted and is currently in review. The SAC Program Manager is available to work with individual Board members to begin the cultivation process. If desired a simple training can be provided.

In addition, the SAC Program Manager actively solicited donations this month from all local sports shops in the area along with some major manufacturers. It is the hope that these solicitations will present themselves and provide for needed raffle and silent auction items for our fundraising efforts this winter. It is the recommendation of the SAC Program Manager that future sponsorship requests to major manufacturers occur in the beginning of the year (Feb/March) when these groups are still developing and determining their budgets and donations for the coming year. Making connections at the Winter OR show in SLC should help foster future giving opportunities as well. Fall is most productive for local requests only.

### **Ski Days**

During the month of October, the SAC Program Manager contacted all Ski Day, Resort participants to request their participation in the 2013/2014 Ski Days. Target roll out is over Thanksgiving to parallel holiday gift giving. The SAC Program Manager will present a draft Marketing Strategy at the November Board meeting.

### **Recommendations:**

1. That the Board of Directors receives this report for informational purposes

## **Media Response Instructions for the Board (DRAFT)**

SAC has no primary emergency response responsibilities, but rather will support agencies, when requested. These requests will go through the appropriate USFS chain of command. Any comments regarding incidents will be deferred to the responsible agency or cooperator having the jurisdictional authority. The lead entity will likely have an official PIO designated. Any media requests need to be coordinated as well as “official” press releases.

Typically, the SAC representative’s job will be to explain/promote SAC’s mission of supporting the advisory product and promoting the private/government partnership. The USFS representatives will take lead and discuss technical aspects of the incident and the Forest Service roles as requested.

If necessary a communications team can be assembled, this will be a decision of the SAC Board President in consultation with the Executive Committee. At a minimum coordination with the USFS must be done before any action takes place.